



**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(CBID)**

Board Meeting Minutes

September 17, 2014

12:00 p.m.

Apple Farm ~ Harvest Room  
2015 Monterey Street  
San Luis Obispo, CA 93401

**DRAFT UNTIL APPROVED**

**SLO CBID Members Present:** Board: Shirley Lyon, Laila Kollmann, Lori Keller, Matt Masia, Marjorie Ott, and Mike Hanchett. County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Absent: John King

Guests: Mark Elterman, John Sorgenfrei, and Bill Stansfield (Core Marketing Firm).

Note: Lori Keller left the meeting at 2:40pm.

**Call to Order** by Chair Shirley Lyon at 12:03 p.m., and noted that the CAO Contract discussion will be moved to the end of the agenda.

**Public Comment:** Cheryl Cuming announced that she will be the 2015 Chair of the SLO Chamber board.

**Administrative Items:**

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Mike Hanchett to approve minutes for 8/23. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report, the budget to actual, and the local fund financials.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and the VSLOC stat summary.

- Upcoming Events

The next CBID Advisory Board meetings will be held: October 22. A reminder that the HC VIP Reception for Savor is 9/28.

### **Business (action items):**

- Strategy/Topic Discussion (discussed at the end of the meeting)

**CAO Contract:** Following their discussion, the CBID Advisory Board agreed that the CAO shall receive a Cost of Living Adjustment retroactive back to January 2014, and at each January date for the length of the current contract. It was also agreed to reimburse for mileage beginning at the CAO's home office, retroactive back to January 2014. Furthermore, any event tickets that must be purchased so that the CAO can attend on behalf of the CBID, shall be reimbursed.

- FY 2014 2015

**Policy – Journalist Hosting Policy:** CAO Cuming reviewed the current process and the discussion between our organization and the County. Mark Elterman reviewed the recommended structure, which would avoid missed journalist opportunities due to timing issues. Mike Hanchett suggested a flat fee consideration, so that our CMT and CAO could expedite the process. Laila Kollmann, Lori Keller and Nikki Schmidt asked additional clarifying questions.

A motion was made by Laila Kollman to adopt the recommended policy, and utilize a gift certificate system. This motion was not seconded.

An amended motion was made by Laila Kollmann to adopt the policy as recommended, and invoice a flat monthly fee of \$2,000 that will remain within the approved Journalist Hosting annual budget of \$24,000. This motion was seconded by Matt Masia. Mike Hanchett ask if an interim step should be taken with gift certificates and the board agreed that was not needed. With no further discussion, the updated journalist hosting policy was approved by a unanimous voice vote of the Advisory Board.

**Policy – Conflict of Interest/Form 700:** Nikki Schmidt confirmed that a Conflict of Interest/Form 700 is required from each Board member in April of each year. Nikki asked if the Board would prefer to add the CAO. Laila Kollmann agreed the CAO should be added, and Nikki Schmidt agreed that this addition would be prudent. Marjorie Ott noted that the current CAO contract does have CofI language.

A motion was made by Laila Kollmann, and seconded by Marjorie Ott to request the current CofI resolution be updated requiring the CAO to complete Form 700. With no further discussion, this action was approved by a unanimous voice vote of the Advisory Board.

**Core Marketing Team (CMT) – Project Updates:** Mark Elterman confirmed that the CAH1DR logo brief was included in the board packet. Lori Keller requested that final logos be provided at the November 18<sup>th</sup> CBID Advisory Board meeting.

Bill Stansfield reviewed the photo library, noting that over 800 shots were taken. It was confirmed that we have negotiated unlimited usage rights. Mark Elterman confirmed that instructions will be created to share with the local fund areas in October. Mike Hanchett asked about liability if a photo is used with limited rights. CAO Cuming recommended a simple system so that our constituents can access easily and use without many restrictions, however, a log-in will be required. Stakeholders would need to request usage through the CAO.

John Sorgenfrei reviewed the CA Highway 1 Discovery Route Travel Show concept, discussing next steps and distribution channels. The board agreed that the details should be reviewed at the Marketing Committee level and a final green light will be provided at the October CBID Advisory Board meeting.

**Stewardship Traveler Program:** CAO Cuming provided an update on activity formation for Coastal Discovery and Stewardship month.

- Funding Discussion and Approval

**Central Coast Tourism Commission Annual Membership:** Chair Shirley Lyon reviewed the board packet attachment and asked for a motion. A motion was made by Marjorie Ott, and seconded by Matt Masia to approve the \$850 annual membership in CCTC, funds which will come from the CBID Contingency budget. With no further discussion, the funding of the annual CCTC membership was approved by a unanimous voice vote of the Advisory Board.

- Local Fund and Matching Fund Approvals

**Local Fund Application:** CAO Cuming reviewed 1 local fund application(s), none of which required CBID Board approval due to the funding amount.

**Matching Fund Application:** none submitted.

- Committee Reports

**Marketing Committee:** CAO Cuming reviewed the Marketing Committee report.

**Collaboration Committee:** CAO Cuming reviewed the Collaboration Committee recap.

**Event Committee:** no meeting took place in August.

**Closing Comments:** Marjorie Ott confirmed that Cambria has decided to move ahead with a 5 member board for the time being.

### **Business/Presentations**

Wende David, Director of Development for the Land Conservancy of SLO County presented details and plans around the Pismo Preserve. The Board did request that the CBID explore opportunities to create a Stewardship activity at the Preserve. CAO Cuming will introduce Di Strachan when she is in SLO in November.

### **Future Agenda Items**

The following were noted by the Board as topics for future agenda topics:

- Di Strachan ~ Stewardship new priorities, idea and successes
- CMT Quarterly Report

### **Adjournment**

The meeting was adjourned at 3:16p.m.